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

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## Make Your Dynamic Web site Search Engine Friendly

by Brad S. Konia

Do you have a **dynamic** Web site or are thinking of building one? If so, failing to make your **dynamic** site **search engine** friendly can dramatically reduce your visibility in the **search engines**. Even though some engines spider **dynamic** URLs, others still do not. Those that do spider them may still place artificial limits on how deep they will travel within such links.

A **dynamic** site is one in which the pages are generated on the fly, usually from a database. You can often recognize one by seeing symbols such as a question mark, ampersand or other special symbols in the URL.

Let's say that you're a web designer and a client asks you to build a Web site for him to sell his products online. If the client has one or

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two products, then a **static** HTML site would be all that's needed. But what if the client has a database containing hundreds or thousands of products? To build a Web site like that using **static** HTML pages would involve creating a separate page for each product, meaning that you might have to create thousands of pages.

A **dynamic** Web site can solve this problem. Unfortunately, many Web sites make use of this technique without fully realizing the dangers relating to **search engine** visibility.

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There are programs available that will automatically generate **static** template-based HTML pages from a database, but for a variety of reasons, this is usually not the best approach. Most designers prefer to work with active server technologies such as PHP or ASP to create truly **dynamic** Web sites. This saves time and simplifies maintenance.

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The only problem with **dynamic** Web sites is that they're not nearly as **search engine** friendly as **static** sites. Some engines will not index them or will index only a limited number of pages. If you've already spent a lot of money to have a **dynamic** site designed and built, you're not going to want to scrap all that work and start over with a **static** HTML site.

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So how can you retain the functionality of your **dynamic** Web site, but make it **search engine** friendly? First, let me give you an example of how a typical **dynamic** Web site functions.

Suppose that you had a real estate Web site in which customers could view all of your available properties online. Instead of creating a separate HTML page for each property, you could put all the information for your properties into a database. The database might contain fields like:

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Your Web site would most likely include some type of **search** form so that your users could **search** for a list of properties that fulfill various criteria. For instance, someone might **search** for a list of properties in Miami, Florida with asking prices below \$300,000.

After conducting this **search**, the results page would contain a list of properties that meet the criteria and perhaps a thumbnail picture of each property. Then the user could click on the property name or picture to view more detailed information.

On a typical **dynamic** Web site, the hyperlinks to the property detail pages would contain URLs similar to the following:

<http://www.xyzWeb site.com/property-detail.php?id=57>

The property-detail.php page is a **dynamic** page that the server builds on the fly. The information after the question mark in the URL is passed to the server so it knows which property to display on the detail page. In this case, it will display detail information for property #57. Therefore, this single page can actually display detailed information for an unlimited number of properties. This is an extremely efficient way to manage your Web site, but unfortunately, some **search** engines will

There are two basic problems in indexing a **dynamic** Web site:

1. **Search** engines will not utilize your **search** box.

If the only way to access your **dynamic** content is by first conducting a query on your site, a **search engine** will miss this content entirely! You must provide access to all your Web pages by doing nothing more than navigating links. This means that you'll need to have one or more pages organized by product or category that eventually drills down to every page in your database that you may want indexed by a **search engine**. Without this, an **engine** will never "see" the vast content that your site has to offer.

Offering both methods of locating information on your site will also help improve your site's navigation. Notice how Yahoo.com gives visitors an option to conduct a site **search** or to browse its catalog by traveling a series of links.

2. Some engines won't index pages containing a question mark or other special symbols. Or, they may limit how deep they will spider such sites.

How can we get around this problem? The solution differs depending on what server software your Web site runs. Ask your system administrator or hosting service if you are unsure whether your site runs on Apache, Microsoft IIS, or another server.

**For Apache-based Web sites...**

Most Unix and Linux sites run a server application called Apache. For these people, the solution to the **dynamic** site dilemma is in the Apache module called "mod-rewrite." Mod-rewrite is a powerful scripting program that will translate URLs based on the patterns that you define. In layman's terms, this will allow you to feed the **search** engines URLs that appear to be **static**, but are actually **dynamic**.

As an example, consider the **dynamic** URL: `http://www.yourWeb site.com/yourscript.php?id=123`.

The above URL passes the variable called "id" to a script called `yourscript.php`. This script builds a **dynamic** page based on the product ID. How can we make this more **search engine** friendly?

With mod-rewrite, you can get the same result using the following URL:

`http://www.yourWeb site.com/productid123.htm`

Notice how the "offending" question mark symbol has been removed from the URL. This second URL is much more **search engine** friendly. In addition, by using the mod-rewrite technique, it will function exactly the same as the first URL.

When mod-rewrite sees "productid123.htm", it knows to translate that into "yourscript.php?id=123." This translation takes place behind the scenes, so the URL in the browser's address bar will continue to display "productid123.htm" while your database program sees the URL it is expecting to see. It is important to understand that there is no re-direction taking place. It's simply a URL translation.

Rather than getting into a detailed technical description of how this all works, I'll give you step-by-step instructions on how to configure this on your Apache-based server. The main requirement is that your site be hosted on a server running the Apache web server software and that the mod-rewrite module is installed (it usually is).

Apache is by far the most popular web server for Linux, so if your site is hosted on a Linux server, chances are it's running Apache. Apache is also available for Windows, but most

Windows servers use Microsoft's IIS Web Server. If your site is hosted on a Microsoft IIS server, then see the section of this article addressing Microsoft servers.

The instructions below assume that you're using PHP as your scripting language, but this could easily be adapted to any scripting language.

Below are the instructions to implement mod-rewrite. If you are not experienced in Web site development and scripting, I recommend you forward this article to someone with expertise in this area. For an experienced Web developer or programmer, these changes should not take long to implement. In many cases, your hosting service may be able to make the changes for you although they may charge a fee.

#### Instructions:

1. Open Notepad on your Windows machine (or a comparable text editor if you're using a Macintosh). Avoid using MS Word or any type of word processor because these programs add extra formatting characters by default that will cause problems.
2. Copy and paste the following text into Notepad:

```
RewriteEngine on
RewriteBase /basedir
RewriteRule ^productid([^.]+).* $ yourscript.php?id=$1 [T=application/x-httpd-php]
```

3. Change /basedir to the name of the directory containing your **dynamic** pages. This will normally be just a "/" unless the pages are in a subdirectory, in which case it would be a "/" followed by the name of the subdirectory.
4. In the "RewriteRule" line, after the question mark, change "id" to whichever variable you're using to pass your product id in order to display the product detail page. Navigate to the link on your site that displays a product detail page from your database. Study the URL in your browser. Normally you'll only have a question mark followed by the product ID. However, if other parameters exist, you'll need to rewrite those too.
5. In the "RewriteRule" line, change yourscript.php to the name of your **dynamic** product detail page. This will be the script name seen in the URL often ending in ASP, PHP, or various other extensions. The script name will normally precede the question mark.
6. If your site does not use PHP, change "T=application/x-httpd-php" to the MIME type for the language that you use.

If you have questions, the technical documentation for the mod-rewrite functions can be found at: [http://httpd.apache.org/docs/mod/mod\\_rewrite.html](http://httpd.apache.org/docs/mod/mod_rewrite.html)

7. Save the file to your local computer. Name it htaccess.txt.

8. Upload the file to your Web site in ASCII mode.

9. Configure your FTP program to display hidden files. Hidden files are files that start with a dot on UNIX or Linux based operating systems. Most FTP programs have an option to display hidden files either on the preference screen or in the settings for the individual FTP site. Some FTP programs will allow you to add parameters to the list command that will display hidden files. In that case, the parameter that you would need to add to the ls command is "-a" (without the quotes).

10. Test your FTP program to make sure you can view hidden files. Try renaming a non-essential file on your Web site to a filename that starts with a dot. Make sure that it shows up in the directory listing. Then make sure you can rename

it back to its original file name.

11. Rename htaccess.txt to .htaccess (starts with a dot, and no file extension). This will activate your changes.

**CAUTION:** If you have done something wrong in the htaccess file, your site may stop working after you rename the file. In that case, rename .htaccess back to htaccess.txt and the site should start working again. That's why it's important that your FTP program is configured to see hidden files.

If you set things properly, at this point your web server will automatically rewrite URLs of the format: `http://www.yourWeb site.com/yourscript.php?id=123` to:  
`http://www.yourWeb site.com/productid123.htm`

The rewriting takes place behind the scenes, so the URL in the address bar will always display in the new format, without the question mark.

### For Microsoft IIS Web sites...

If your Web site runs on the Microsoft IIS server, you can obtain the same basic functionality I described for Apache Web sites using a program called ISAP rewrite. In the interest of brevity, I'll simply point you to the Web site offering more information on this program.

Read this article regarding Apache servers and then visit the above link. In this context, you should understand how you could apply ISAP rewrite to accomplish the same goal as Apache's mod-rewrite.

Whether you're running a Microsoft or Apache server, test your changes by browsing and searching your site to see if it worked. Instead of having URLs containing question marks followed by the product ID, the product ID should become part of the page name. Ampersands and commas should also be eliminated whenever possible. Hyphens, underscores, and periods should be fine.

Once you have verified that the change worked as expected, you must go into your site and change the URLs that point to each of your detail/product pages so that they conform to the new format. This is critical since these are the links that the **search** engines will follow to find your product pages. If you leave them using the old syntax containing the troublesome symbols, then the **search** engines may still avoid spidering the links.

If the bulk of your dynamically generated pages are not being indexed today, then don't short-change yourself any longer. Implementing this one change on your Web server can improve your site's potential visibility by a hundred-fold or more! The next step is to make sure those detail pages are properly optimized so that they'll rank well. WebPosition Gold's Page Critic is the perfect match for this task.

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1. **Development of educational tools: a Web-oriented approach**  
Dion, D., Jr.; Escobar, A.; Tremblay, J.; Laurendeau, D.;  
[Frontiers in Education Conference, 1997. 27th Annual Conference. 'Teaching and Learning in an Era of Change'. Proceedings.](#)  
Volume 2, 5-8 Nov. 1997 Page(s):842 - 847 vol.2  
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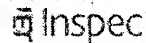
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### 1 [Boosting the performance of Web search engines: Caching and prefetching query](#)


[results by exploiting historical usage data](#)

Tiziano Fagni, Raffaele Perego, Fabrizio Silvestri, Salvatore Orlando

January 2006 **ACM Transactions on Information Systems (TOIS)**, Volume 24 Issue 1

Publisher: ACM Press

Full text available: pdf(668.69 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

This article discusses efficiency and effectiveness issues in caching the results of queries submitted to a Web search engine (WSE). We propose SDC (Static Dynamic Cache), a new caching strategy aimed to efficiently exploit the temporal and spatial locality present in the stream of processed queries. SDC extracts from historical usage data the results of the most frequently submitted queries and stores them in a *static, read-only* portion of the cache. The remaining entries of the c ...

**Keywords:** Caching, Web search engines, multithreading

### 2 [Improved search ranking: Beyond PageRank: machine learning for static ranking](#)



Matthew Richardson, Amit Prakash, Eric Brill

May 2006 **Proceedings of the 15th international conference on World Wide Web WWW '06**

Publisher: ACM Press

Full text available: pdf(133.74 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Since the publication of Brin and Page's paper on PageRank, many in the Web community have depended on PageRank for the static (query-independent) ordering of Web pages. We show that we can significantly outperform PageRank using features that are independent of the link structure of the Web. We gain a further boost in accuracy by using data on the frequency at which users visit Web pages. We use RankNet, a ranking machine learning algorithm, to combine these and other static features based on a ...

**Keywords:** PageRank, RankNet, relevance, search engines, static ranking

### 3 [Fast detection of communication patterns in distributed executions](#)

Thomas Kunz, Michiel F. H. Seuren


November 1997 **Proceedings of the 1997 conference of the Centre for Advanced Studies on Collaborative research**

Publisher: IBM Press

Full text available: pdf(4.21 MB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

Understanding distributed applications is a tedious and difficult task. Visualizations based on process-time diagrams are often used to obtain a better understanding of the execution of the application. The visualization tool we use is Poet, an event tracer developed at the University of Waterloo. However, these diagrams are often very complex and do not provide the user with the desired overview of the application. In our experience, such tools display repeated occurrences of non-trivial commun ...

#### 4 GPGPU: general purpose computation on graphics hardware

 David Luebke, Mark Harris, Jens Krüger, Tim Purcell, Naga Govindaraju, Ian Buck, Cliff Woolley, Aaron Lefohn  
August 2004 **ACM SIGGRAPH 2004 Course Notes SIGGRAPH '04**

**Publisher:** ACM Press

Full text available:  pdf(63.03 MB) Additional Information: [full citation](#), [abstract](#), [citations](#)

The graphics processor (GPU) on today's commodity video cards has evolved into an extremely powerful and flexible processor. The latest graphics architectures provide tremendous memory bandwidth and computational horsepower, with fully programmable vertex and pixel processing units that support vector operations up to full IEEE floating point precision. High level languages have emerged for graphics hardware, making this computational power accessible. Architecturally, GPUs are highly parallel s ...

#### 5 Tools and approaches for developing data-intensive Web applications: a survey

 Piero Fraternali  
September 1999 **ACM Computing Surveys (CSUR)**, Volume 31 Issue 3

**Publisher:** ACM Press

Full text available:  pdf(524.80 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

The exponential growth and capillar diffusion of the Web are nurturing a novel generation of applications, characterized by a direct business-to-customer relationship. The development of such applications is a hybrid between traditional IS development and Hypermedia authoring, and challenges the existing tools and approaches for software production. This paper investigates the current situation of Web development tools, both in the commercial and research fields, by identifying and characte ...

**Keywords:** HTML, Intranet, WWW, application, development

#### 6 Inverted files for text search engines

 Justin Zobel, Alistair Moffat  
July 2006 **ACM Computing Surveys (CSUR)**, Volume 38 Issue 2


**Publisher:** ACM Press

Full text available:  pdf(944.29 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)


The technology underlying text search engines has advanced dramatically in the past decade. The development of a family of new index representations has led to a wide range of innovations in index storage, index construction, and query evaluation. While some of these developments have been consolidated in textbooks, many specific techniques are not widely known or the textbook descriptions are out of date. In this tutorial, we introduce the key techniques in the area, describing both a core impl ...

**Keywords:** Inverted file indexing, Web search engine, document database, information retrieval, text retrieval

#### 7 Parallel execution of prolog programs: a survey

 Gopal Gupta, Enrico Pontelli, Khayri A.M. Ali, Mats Carlsson, Manuel V. Hermenegildo  
July 2001 **ACM Transactions on Programming Languages and Systems (TOPLAS)**, Volume 23 Issue 4

**Publisher:** ACM Press

Full text available:  [pdf\(1.95 MB\)](#)Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

Since the early days of logic programming, researchers in the field realized the potential for exploitation of parallelism present in the execution of logic programs. Their high-level nature, the presence of nondeterminism, and their referential transparency, among other characteristics, make logic programs interesting candidates for obtaining speedups through parallel execution. At the same time, the fact that the typical applications of logic programming frequently involve irregular computatio ...

**Keywords:** Automatic parallelization, constraint programming, logic programming, parallelism, prolog

## 8 [Security and privacy: Securing web application code by static analysis and runtime protection](#)

 Yao-Wen Huang, Fang Yu, Christian Hang, Chung-Hung Tsai, Der-Tsai Lee, Sy-Yen Kuo  
May 2004 **Proceedings of the 13th international conference on World Wide Web**

**Publisher:** ACM Press

Full text available:  [pdf\(2.67 MB\)](#)Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)


Security remains a major roadblock to universal acceptance of the Web for many kinds of transactions, especially since the recent sharp increase in remotely exploitable vulnerabilities have been attributed to Web application bugs. Many verification tools are discovering previously unknown vulnerabilities in legacy C programs, raising hopes that the same success can be achieved with Web applications. In this paper, we describe a sound and holistic approach to ensuring Web application security. Vi ...

**Keywords:** information flow, noninterference, program security, security vulnerabilities, type systems, verification, web application security

## 9 [Computing curricula 2001](#)

 September 2001 **Journal on Educational Resources in Computing (JERIC)**


**Publisher:** ACM Press

Full text available:  [pdf\(613.63 KB\)](#) [html\(2.78 KB\)](#)Additional Information: [full citation](#), [references](#), [citations](#), [index terms](#)

## 10 [Collision detection and proximity queries](#)


 Sunil Hadap, Dave Eberle, Pascal Volino, Ming C. Lin, Stephane Redon, Christer Ericson  
August 2004 **ACM SIGGRAPH 2004 Course Notes SIGGRAPH '04**

**Publisher:** ACM Press


Full text available:  [pdf\(11.22 MB\)](#)Additional Information: [full citation](#), [abstract](#)

This course will primarily cover widely accepted and proved methodologies in collision detection. In addition more advanced or recent topics such as continuous collision detection, ADFs, and using graphics hardware will be introduced. When appropriate the methods discussed will be tied to familiar applications such as rigid body and cloth simulation, and will be compared. The course is a good overview for those developing applications in physically based modeling, VR, haptics, and robotics.

## 11 [Level set and PDE methods for computer graphics](#)

 David Breen, Ron Fedkiw, Ken Museth, Stanley Osher, Guillermo Sapiro, Ross Whitaker  
August 2004 **ACM SIGGRAPH 2004 Course Notes SIGGRAPH '04**

**Publisher:** ACM Press

Full text available:  [pdf\(17.07 MB\)](#)Additional Information: [full citation](#), [abstract](#), [citations](#)

Level set methods, an important class of partial differential equation (PDE) methods,

define dynamic surfaces implicitly as the level set (iso-surface) of a sampled, evolving nD function. The course begins with preparatory material that introduces the concept of using partial differential equations to solve problems in computer graphics, geometric modeling and computer vision. This will include the structure and behavior of several different types of differential equations, e.g. the level set eq ...

12 Query result processing: Adaptive web search based on user profile constructed without any effort from users



Kazunari Sugiyama, Kenji Hatano, Masatoshi Yoshikawa

May 2004 **Proceedings of the 13th international conference on World Wide Web**

Publisher: ACM Press

Full text available: pdf(311.96 KB)

Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#), [review](#)

Web search engines help users find useful information on the World Wide Web (WWW). However, when the same query is submitted by different users, typical search engines return the same result regardless of who submitted the query. Generally, each user has different information needs for his/her query. Therefore, the search result should be adapted to users with different information needs. In this paper, we first propose several approaches to adapting search results according to each user's need ...

**Keywords:** WWW, information retrieval, user modeling

13 Analysis of lexical signatures for improving information persistence on the World Wide Web



Seung-Taek Park, David M. Pennock, C. Lee Giles, Robert Krovetz

October 2004 **ACM Transactions on Information Systems (TOIS)**, Volume 22 Issue 4

Publisher: ACM Press

Full text available: pdf(808.10 KB)

Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

A *lexical signature* (LS) consisting of several key words from a Web document is often sufficient information for finding the document later, even if its URL has changed. We conduct a large-scale empirical study of nine methods for generating lexical signatures, including Phelps and Wilensky's original proposal (PW), seven of our own static variations, and one new dynamic method. We examine their performance on the Web over a 10-month period, and on a TREC data set, evaluating t ...

**Keywords:** Broken URLs, TREC, World Wide Web, dead links, digital libraries, indexing, information retrieval, inverse document frequency, lexical signatures, robust hyperlinks, search engines, term frequency

14 Efficiently serving dynamic data at highly accessed web sites

James R. Challenger, Paul Dantzig, Arun Iyengar, Mark S. Squillante, Li Zhang

April 2004 **IEEE/ACM Transactions on Networking (TON)**, Volume 12 Issue 2

Publisher: IEEE Press

Full text available: pdf(499.05 KB)

Additional Information: [full citation](#), [abstract](#), [references](#), [index terms](#)

We present architectures and algorithms for efficiently serving dynamic data at highly accessed Web sites together with the results of an analysis motivating our design and quantifying its performance benefits. This includes algorithms for keeping cached data consistent so that dynamic pages can be cached at the Web server and dynamic content can be served at the performance level of static content. We show that our system design is able to achieve cache hit ratios close to 100% for cached data ...

**Keywords:** caching, dynamic content, performance analysis, prefetching, stochastic models, web sites

15 Information retrieval on the web

Mei Kobayashi, Koichi Takeda

June 2000 **ACM Computing Surveys (CSUR)**, Volume 32 Issue 2

Publisher: ACM Press

Full text available: pdf(213.89 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

In this paper we review studies of the growth of the Internet and technologies that are useful for information search and retrieval on the Web. We present data on the Internet from several different sources, e.g., current as well as projected number of users, hosts, and Web sites. Although numerical figures vary, overall trends cited by the sources are consistent and point to exponential growth in the past and in the coming decade. Hence it is not surprising that about 85% of Internet user ...

**Keywords:** Internet, World Wide Web, clustering, indexing, information retrieval, knowledge management, search engine

16 The <bigwig> project

Claus Brabrand, Anders Møller, Michael I. Schwartzbach

May 2002 **ACM Transactions on Internet Technology (TOIT)**, Volume 2 Issue 2

Publisher: ACM Press

Full text available: pdf(586.33 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

We present the results of the <bigwig> project, which aims to design and implement a high-level domain-specific language for programming interactive Web services.

A fundamental aspect of the development of the World Wide Web during the last decade is the gradual change from static to dynamic generation of Web pages. Generating Web pages dynamically in dialog with the client has the advantage of providing up-to-date and tailor-made information. The development of systems ...

**Keywords:** Interactive Web services, program analysis

17 Data integrity: Web application security assessment by fault injection and behavior monitoring

Yao-Wen Huang, Shih-Kun Huang, Tsung-Po Lin, Chung-Hung Tsai

May 2003 **Proceedings of the 12th international conference on World Wide Web**

Publisher: ACM Press

Full text available: pdf(4.53 MB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

As a large and complex application platform, the World Wide Web is capable of delivering a broad range of sophisticated applications. However, many Web applications go through rapid development phases with extremely short turnaround time, making it difficult to eliminate vulnerabilities. Here we analyze the design of Web application security assessment mechanisms in order to identify poor coding practices that render Web applications vulnerable to attacks such as SQL injection and cross-site scr ...


**Keywords:** black-box testing, complete crawling, fault injection, security assessment, web application testing

18 Frontmatter (TOC, Letters, Open Source Software (OSS) Patent Search Engine, Calendar of Events, Workshop and Conference Information)

ACM SIGSOFT Software Engineering Notes staff

March 2005 **ACM SIGSOFT Software Engineering Notes**, Volume 30 Issue 2

Publisher: ACM Press

Full text available:  pdf(564.92 KB) Additional Information: [full citation](#)


## 19 Testing of java web services for robustness



Chen Fu, Barbara G. Ryder, Ana Milanova, David Wonnacott

July 2004 **ACM SIGSOFT Software Engineering Notes , Proceedings of the 2004 ACM SIGSOFT international symposium on Software testing and analysis ISSTA '04**, Volume 29 Issue 4

**Publisher:** ACM Press

Full text available:  pdf(264.32 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#)

This paper presents a new compile-time analysis that enables a testing methodology for white-box coverage testing of error recovery code (i.e., exception handlers) in Java web services using compiler-directed fault injection. The analysis allows compiler-generated instrumentation to guide the fault injection and to record the recovery code exercised. (An injected fault is experienced as a Java exception.) The analysis (i) identifies the *exception-flow* 'def-uses' to be tested in this manne ...

**Keywords:** def-use testing, exceptions, java, test coverage metrics


## 20 Searching the Web



Arvind Arasu, Junghoo Cho, Hector Garcia-Molina, Andreas Paepcke, Sriram Raghavan

August 2001 **ACM Transactions on Internet Technology (TOIT)**, Volume 1 Issue 1

**Publisher:** ACM Press

Full text available:  pdf(319.98 KB) Additional Information: [full citation](#), [abstract](#), [references](#), [citations](#), [index terms](#), [review](#)

We offer an overview of current Web search engine design. After introducing a generic search engine architecture, we examine each engine component in turn. We cover crawling, local Web page storage, indexing, and the use of link analysis for boosting search performance. The most common design and implementation techniques for each of these components are presented. For this presentation we draw from the literature and from our own experimental search engine testbed. Emphasis is on introduci ...

**Keywords:** HITS, PageRank, authorities, crawling, indexing, information retrieval, link analysis, search engine

Results 1 - 20 of 200

Result page: [1](#) [2](#) [3](#) [4](#) [5](#) [6](#) [7](#) [8](#) [9](#) [10](#) [next](#)

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## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	5	convert\$4 same static same dynamic same web and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 14:50
L2	2	static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 16:04
L3	0	ALLEN-JOSHUA.in. and static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 14:53
L4	1	ALLEN-JOSHUA.in.	USPAT	OR	OFF	2006/10/13 14:54
L5	0	RANCK-JEFFREY.in.	USPAT	OR	OFF	2006/10/13 14:54
L6	5541	MICROSOFT-CORPORATION.as.	USPAT	OR	OFF	2006/10/13 14:54
L7	3	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	USPAT	OR	OFF	2006/10/13 14:55
L8	7	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/10/13 14:57
L9	2	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4.clm.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/10/13 14:57
L10	4964	static same web link same dynamic same point	USPAT	OR	OFF	2006/10/13 14:57
L11	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 14:57
L12	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 14:57
L13	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 14:58
L14	1571	dynamic\$2 adj2 address\$3	USPAT	OR	OFF	2006/10/13 15:02
L15	43	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2006/10/13 15:02
L16	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 16:03

## EAST Search History

L17	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 16:03
L18	1	web same (dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2006/10/13 16:03
L19	4	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2006/10/13 16:03
L20	170	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4)	USPAT	OR	OFF	2006/10/13 16:03
L21	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 16:03
L22	4	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2006/10/13 16:04
L23	3	web same page same point same link same dynamic same static	USPAT	OR	OFF	2006/10/13 16:04
L24	2	static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 16:04
L25	3	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	USPAT	OR	OFF	2006/10/13 16:04
L26	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 16:04
S1	422	dynamic\$2 adj2 page\$1	USPAT	OR	OFF	2003/02/28 16:41
S2	1	("6136155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:07
S3	1	("6138155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:08
S4	1	("6161127").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:10
S5	1	("5,572,643").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:12
S6	1	("5,796,952").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:12
S7	1	("6,138,155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:13
S8	1	("5,948,061").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:13
S9	973	dynamic\$2 adj2 address\$3	USPAT	OR	OFF	2003/02/28 16:42
S10	111	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3)	USPAT	OR	OFF	2003/02/28 16:42

## EAST Search History

S11	73	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4)	USPAT	OR	OFF	2003/02/28 16:43
S12	16	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2003/02/28 16:44
S13	0	web same (dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2003/02/28 16:44
S14	1866	static same dynamic same address	USPAT	OR	OFF	2003/02/21 15:56
S15	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 15:57
S16	11	static same dynamic same web same convert\$4	USPAT	OR	OFF	2003/02/21 16:03
S17	465	static same dynamic same web	USPAT	OR	OFF	2003/02/21 16:05
S18	11	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2003/02/21 16:04
S19	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 16:06
S20	131	static same dynamic same web same page	USPAT	OR	OFF	2003/02/21 16:13
S21	0	static same dynamic same web same page same processor same generate same point same link	USPAT	OR	OFF	2003/02/21 16:14
S22	6869	web same page	USPAT	OR	OFF	2003/02/21 16:15
S23	0	web same page same point same link same dynamic same static same address	USPAT	OR	OFF	2003/02/21 16:15
S24	1	web same page same point same link same dynamic same static	USPAT	OR	OFF	2003/02/21 16:19
S25	5	web same page same point same dynamic same static	USPAT	OR	OFF	2003/02/21 16:22
S26	0	web same page same convert\$4 same dynamic same static	USPAT	OR	OFF	2003/02/21 16:23
S27	1431	static same dynamic same convert\$4	USPAT	OR	OFF	2003/02/21 16:23
S28	131	static same dynamic same convert\$4 same processor	USPAT	OR	OFF	2003/02/21 16:24
S29	0	static same dynamic same convert\$4 same processor same web same page	USPAT	OR	OFF	2003/02/21 16:24

## EAST Search History

S30	3	static same dynamic same convert\$4 same processor same generate	USPAT	OR	OFF	2003/02/21 16:25
S31	0	static same dynamic same web adj address same convert\$4	USPAT	OR	OFF	2003/02/21 16:26
S32	11	static same dynamic same web same convert\$4	USPAT	OR	OFF	2003/02/21 16:27
S33	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 16:27
S34	30	static same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:32
S35	30	static same web same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:46
S36	19628	static same web sam page same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:47
S37	0	static adj web adj page same link same dynamic adj web	USPAT	OR	OFF	2003/02/21 16:47
S38	0	(static adj web adj page) same (link same dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S39	0	(static adj web) same (link same dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S40	0	(static adj web) same link same (dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S41	0	(static adj address) same link same (dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S42	0	(static adj address) same link same (dynamic adj address)	USPAT	OR	OFF	2003/02/21 16:48
S43	0	static same web same link same point same dynamic adj web same page	USPAT	OR	OFF	2003/02/21 16:49
S44	1	static same web same link same dynamic adj web same page	USPAT	OR	OFF	2003/02/21 16:51
S45	0	static same web same convert\$4 same dynamic adj web	USPAT	OR	OFF	2003/02/21 16:51
S46	11	static same web same convert\$4 same dynamic	USPAT	OR	OFF	2003/02/21 16:51
S47	0	static same web same to same dynamic	USPAT	OR	OFF	2003/02/21 16:52
S48	7413	static same web link same dynamic	USPAT	OR	OFF	2003/02/21 16:52
S49	2969	static same web link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:52
S50	1	static same web same page same link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:56

## EAST Search History

S51	0	709/245.ccls.same static same web same page same link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:57
S52	478	709/245.ccls.	USPAT	OR	OFF	2003/02/21 16:57
S53	0	static same link same dynamic same web same 709/245.ccls.	USPAT	OR	OFF	2003/02/21 16:57
S54	15	dynamic same link same static same web same site	USPAT	OR	OFF	2003/02/21 16:59
S55	0	dynamic same convert\$4 same link\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S56	1	dynamic same convert\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S57	19	dynamic same link\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S58	3	static same dynamic same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:26
S59	0	static same dynamic same convert\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:26
S60	2	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:27
S61	1	static same dynamic same point\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:29
S62	1	static same web same site same dynamic same point\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:29
S63	18	static same web same site same dynamic same web same site and search same engine	USPAT	OR	OFF	2003/02/24 14:30
S64	0	convert\$4 same static same dynamic same web same link	USPAT	OR	OFF	2003/02/26 17:03
S65	30	static same dynamic same web same link	USPAT	OR	OFF	2003/02/26 17:04
S66	0	static same dynamic same web same link same receive\$4	USPAT	OR	OFF	2003/02/26 17:04
S67	2	static same dynamic same web same link same receive\$4	USPAT	OR	OFF	2003/02/26 17:04
S68	2	static same dynamic same web same link same receive\$4 same request\$4	USPAT	OR	OFF	2006/10/13 14:50
S69	0	static same dynamic same web same link same search same engine same receive\$4	USPAT	OR	OFF	2003/02/26 17:07

## EAST Search History

S70	1	static same dynamic same web same link same search same engine	USPAT	OR	OFF	2003/02/26 17:09
S71	0	static same dynamic same web same link same receive\$4 and search same engine	USPAT	OR	OFF	2003/02/26 17:09
S72	12	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2003/02/26 17:09

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
L1	5	convert\$4 same static same dynamic same web and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 14:50
L2	2	static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 16:04
L3	0	ALLEN-JOSHUA.in. and static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 14:53
L4	1	ALLEN-JOSHUA.in.	USPAT	OR	OFF	2006/10/13 14:54
L5	0	RANCK-JEFFREY.in.	USPAT	OR	OFF	2006/10/13 14:54
L6	5541	MICROSOFT-CORPORATION.as.	USPAT	OR	OFF	2006/10/13 14:54
L7	3	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	USPAT	OR	OFF	2006/10/13 14:55
L8	7	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/10/13 14:57
L9	2	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4.clm.	US-PGPUB; USPAT; USOCR; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2006/10/13 14:57
L10	4964	static same web link same dynamic same point	USPAT	OR	OFF	2006/10/13 14:57
L11	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 14:57
L12	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 14:57
L13	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 14:58
L14	1571	dynamic\$2 adj2 address\$3	USPAT	OR	OFF	2006/10/13 15:02
L15	43	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2006/10/13 15:02
L16	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 16:03

## EAST Search History

L17	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 16:03
L18	1	web same (dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2006/10/13 16:03
L19	4	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2006/10/13 16:03
L20	170	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4)	USPAT	OR	OFF	2006/10/13 16:03
L21	36	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2006/10/13 16:03
L22	4	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2006/10/13 16:04
L23	3	web same page same point same link same dynamic same static	USPAT	OR	OFF	2006/10/13 16:04
L24	2	static same dynamic same web same link same receive\$4 same request\$4 and "707"/\$.ccls.	USPAT	OR	OFF	2006/10/13 16:04
L25	3	MICROSOFT-CORPORATION.as. and static same dynamic same web same convert\$4	USPAT	OR	OFF	2006/10/13 16:04
L26	39	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2006/10/13 16:04
S1	422	dynamic\$2 adj2 page\$1	USPAT	OR	OFF	2003/02/28 16:41
S2	1	("6136155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:07
S3	1	("6138155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:08
S4	1	("6161127").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:10
S5	1	("5,572,643").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:12
S6	1	("5,796,952").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:12
S7	1	("6,138,155").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:13
S8	1	("5,948,061").PN.	USPAT; USOCR	OR	OFF	2003/02/28 16:13
S9	973	dynamic\$2 adj2 address\$3	USPAT	OR	OFF	2003/02/28 16:42
S10	111	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3)	USPAT	OR	OFF	2003/02/28 16:42



## EAST Search History

S11	73	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4)	USPAT	OR	OFF	2003/02/28 16:43
S12	16	(dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2003/02/28 16:44
S13	0	web same (dynamic\$2 adj2 address\$3) and (static\$2 adj2 address\$3) and (convert\$5 or translate\$4) same link\$3	USPAT	OR	OFF	2003/02/28 16:44
S14	1866	static same dynamic same address	USPAT	OR	OFF	2003/02/21 15:56
S15	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 15:57
S16	11	static same dynamic same web same convert\$4	USPAT	OR	OFF	2003/02/21 16:03
S17	465	static same dynamic same web	USPAT	OR	OFF	2003/02/21 16:05
S18	11	convert\$4 same static same dynamic same web	USPAT	OR	OFF	2003/02/21 16:04
S19	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 16:06
S20	131	static same dynamic same web same page	USPAT	OR	OFF	2003/02/21 16:13
S21	0	static same dynamic same web same page same processor same generate same point same link	USPAT	OR	OFF	2003/02/21 16:14
S22	6869	web same page	USPAT	OR	OFF	2003/02/21 16:15
S23	0	web same page same point same link same dynamic same static same address	USPAT	OR	OFF	2003/02/21 16:15
S24	1	web same page same point same link same dynamic same static	USPAT	OR	OFF	2003/02/21 16:19
S25	5	web same page same point same dynamic same static	USPAT	OR	OFF	2003/02/21 16:22
S26	0	web same page same convert\$4 same dynamic same static	USPAT	OR	OFF	2003/02/21 16:23
S27	1431	static same dynamic same convert\$4	USPAT	OR	OFF	2003/02/21 16:23
S28	131	static same dynamic same convert\$4 same processor	USPAT	OR	OFF	2003/02/21 16:24
S29	0	static same dynamic same convert\$4 same processor same web same page	USPAT	OR	OFF	2003/02/21 16:24

## EAST Search History

S30	3	static same dynamic same convert\$4 same processor same generate	USPAT	OR	OFF	2003/02/21 16:25
S31	0	static same dynamic same web adj address same convert\$4	USPAT	OR	OFF	2003/02/21 16:26
S32	11	static same dynamic same web same convert\$4	USPAT	OR	OFF	2003/02/21 16:27
S33	0	static same dynamic same web same page same convert\$4	USPAT	OR	OFF	2003/02/21 16:27
S34	30	static same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:32
S35	30	static same web same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:46
S36	19628	static same web sam page same link same dynamic same web	USPAT	OR	OFF	2003/02/21 16:47
S37	0	static adj web adj page same link same dynamic adj web	USPAT	OR	OFF	2003/02/21 16:47
S38	0	(static adj web adj page) same (link same dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S39	0	(static adj web) same (link same dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S40	0	(static adj web) same link same (dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S41	0	(static adj address) same link same (dynamic adj web)	USPAT	OR	OFF	2003/02/21 16:48
S42	0	(static adj address) same link same (dynamic adj address)	USPAT	OR	OFF	2003/02/21 16:48
S43	0	static same web same link same point same dynamic adj web same page	USPAT	OR	OFF	2003/02/21 16:49
S44	1	static same web same link same dynamic adj web same page	USPAT	OR	OFF	2003/02/21 16:51
S45	0	static same web same convert\$4 same dynamic adj web	USPAT	OR	OFF	2003/02/21 16:51
S46	11	static same web same convert\$4 same dynamic	USPAT	OR	OFF	2003/02/21 16:51
S47	0	static same web same to same dynamic	USPAT	OR	OFF	2003/02/21 16:52
S48	7413	static same web link same dynamic	USPAT	OR	OFF	2003/02/21 16:52
S49	2969	static same web link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:52
S50	1	static same web same page same link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:56

## EAST Search History

S51	0	709/245.ccls.same static same web same page same link same dynamic same point	USPAT	OR	OFF	2003/02/21 16:57
S52	478	709/245.ccls.	USPAT	OR	OFF	2003/02/21 16:57
S53	0	static same link same dynamic same web same 709/245.ccls.	USPAT	OR	OFF	2003/02/21 16:57
S54	15	dynamic same link same static same web same site	USPAT	OR	OFF	2003/02/21 16:59
S55	0	dynamic same convert\$4 same link\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S56	1	dynamic same convert\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S57	19	dynamic same link\$4 same static same web same site	USPAT	OR	OFF	2003/02/21 17:00
S58	3	static same dynamic same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:26
S59	0	static same dynamic same convert\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:26
S60	2	static same dynamic same link\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:27
S61	1	static same dynamic same point\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:29
S62	1	static same web same site same dynamic same point\$4 same web same site same search same engine	USPAT	OR	OFF	2003/02/24 14:29
S63	18	static same web same site same dynamic same web same site and search same engine	USPAT	OR	OFF	2003/02/24 14:30
S64	0	convert\$4 same static same dynamic same web same link	USPAT	OR	OFF	2003/02/26 17:03
S65	30	static same dynamic same web same link	USPAT	OR	OFF	2003/02/26 17:04
S66	0	static same dynamic same web same link same receive\$4	USPAT	OR	OFF	2003/02/26 17:04
S67	2	static same dynamic same web same link same receive\$4	USPAT	OR	OFF	2003/02/26 17:04
S68	2	static same dynamic same web same link same receive\$4 same request\$4	USPAT	OR	OFF	2006/10/13 14:50
S69	0	static same dynamic same web same link same search same engine same receive\$4	USPAT	OR	OFF	2003/02/26 17:07

## EAST Search History

S70	1	static same dynamic same web same link same search same engine	USPAT	OR	OFF	2003/02/26 17:09
S71	0	static same dynamic same web same link same receive\$4 and search same engine	USPAT	OR	OFF	2003/02/26 17:09
S72	12	static same dynamic same web same link and search same engine	USPAT	OR	OFF	2003/02/26 17:09